



1fn/ 2143
[12406/35]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Stephen LUPO et al.
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For : INTERACTIVE MEDIA RESPONSE
PROCESSING SYSTEM
Group Art Unit : 2143
Examiner : Joseph E. Avellino
Confirmation No. : 1638

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

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Signature:

Andrew L. Reibman (Reg. No. 47,893)

RESPONSE

SIR:

This paper addresses the Office Action dated January 10, 2007, for which the three-month shortened statutory response date is April 10, 2007. Please reconsider the application in light of the remarks given below.

Remarks begin on page 2 of this paper.